SERFF Tracking #: STLG-128684884 State Tracking #:

Company Tracking #: RATE REVISION

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# Filing at a Glance

Company: Sterling Life Insurance Company

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

State: Arkansas

TOI: MS08I Individual Medicare Supplement - Standard Plans 2010

Sub-TOI: MS08I.001 Plan A 2010

Filing Type: Rate

Date Submitted: 09/14/2012

SERFF Tr Num: STLG-128684884

SERFF Status: Closed-Approved-Closed

State Tr Num:

State Status: Approved-Closed
Co Tr Num: RATE REVISION

Implementation 01/01/2013

Date Requested:

Author(s): Stacey Nguyen, Andrea Callahan, Jane Zhang, Anna Arena, Alisha Zimmer, Darin Berdinka,

Joy Sarin

Reviewer(s): Stephanie Fowler (primary)

Disposition Date: 11/02/2012

Disposition Status: Approved-Closed

Implementation Date: 01/01/2013

State Filing Description:

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

## **General Information**

Project Name: 2013 Rate Refiling

Project Number:

Requested Filing Mode: Review & Approval

Explanation for Combination/Other:

Submission Type: New Submission

Status of Filing in Domicile:

Date Approved in Domicile:

Domicile Status Comments:

Market Type: Individual

Individual Market Type:

Overall Rate Impact: 9.9% Filing Status Changed: 11/02/2012

State Status Changed: 11/02/2012

Deemer Date: Created By: Stacey Nguyen

Submitted By: Stacey Nguyen Corresponding Filing Tracking Number:

#### Filing Description:

Re: Sterling Life Insurance Company Medicare Select and Standard Medicare Supplement Insurance Filing: Rates

NAIC # 77399 NAIC Group #361

### "2010" Standard Medicare Supplement

Medicare Supplement Plan A – Form Number: AR STD A (05/10)
Medicare Supplement Plan B – Form Number: AR STD B (05/10)
Medicare Supplement Plan C – Form Number: AR STD C (05/10)
Medicare Supplement Plan F – Form Number: AR STD F (05/10)
Medicare Supplement Plan G – Form Number: AR STD G (05/10)
Medicare Supplement Plan K – Form Number: AR STD K (05/10)

Medicare Supplement Plan N – Form Number: AR STD N

#### "2010" SELECT Medicare Supplement

Medicare Select Plan A – Form Number: AR SEL A (05/10)
Medicare Select Plan B – Form Number: AR SEL B (05/10)
Medicare Select Plan C – Form Number: AR SEL C (05/10)
Medicare Select Plan F – Form Number: AR SEL F (05/10)
Medicare Select Plan G – Form Number: AR SEL G (05/10)
Medicare Select Plan K – Form Number: AR SEL K (05/10)
Medicare Select Plan N – Form Number: AR SEL N

#### Dear Sir or Madam:

This is a rate revision filing for existing Medicare Supplement forms. The purpose of this rate filing is to demonstrate that the anticipated loss ratio, reflecting any requested revision in rates, meets the minimum requirements of your state. This filing is not intended to be used for other purposes.

We are requesting a 6% increase for Plans K and N, and a 9.9% increase for all other Plans. The rate revisions will become effective on the policyholders anniversary date, upon approval and after proper notification of enrollees. The number of policies inforce as of August 31, 2012 and the estimated average annual premium before and after the proposed rate revision are provided in Exhibit I. This exhibit also fully describes the rating area by county.

Sterling is requesting a tiered rate increase due to significant variations in loss ratio performance between plans. Plans K and

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

N, which require enrollee cost sharing on Part B coinsurance, are performing close to target. As a result we are requesting a 6% increase in premium rates for Plans K and N to account for utilization and medical cost trends. Due to a loss ratio that is significantly greater than target, other plans (A, B, C, F and G) require a rate increase greater than anticipated trend to bring experience back into alignment. To avoid shock lapse of enrollees and to maintain reasonably competitive rates Sterling is capping this adjustment at 9.9%. Due to credibility issues with state specific data nationwide experience is used to project anticipated future and lifetime loss ratios.

If you have any questions, please do not hesitate to contact me at (360) 647-9090 Extension 20099 or Stacey.Nguyen@SterlingPlans.com.

Sincerely, Stacey Nguyen Rate Analyst II

**Business Analytics and Pricing** Sterling Life Insurance Company

# **Company and Contact**

## **Filing Contact Information**

Stacey Nguyen, Rate Analyst II stacey.nguyen@sterlingplans.com 2219 Rimland Drive 360-647-9080 [Phone] 20099 [Ext]

P.O. Box 5348 360-647-8632 [FAX]

Bellingham, WA 98227-5348

### **Filing Company Information**

Sterling Life Insurance Company CoCode: 77399 State of Domicile: Illinois P.O. Box 5348 Group Code: 361 Company Type: Insurance Company - Life, Accident & Bellingham, WA 98227 Group Name:

Health (360) 647-9080 ext. [Phone]

FEIN Number: 13-1867829

State ID Number:

# Filing Fees

Yes Fee Required? \$700.00 Fee Amount: No Retaliatory?

Filing/review of each Life and/or Accident and Health rate filing or loss ratio guarantee filing, Fee Explanation:

per form...\$50.00.

14 forms x \$50 = \$700

No Per Company:

| Company                         | Amount   | <b>Date Processed</b> | Transaction # |
|---------------------------------|----------|-----------------------|---------------|
| Sterling Life Insurance Company | \$700.00 | 09/14/2012            | 62706550      |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Correspondence Summary**

# **Dispositions**

| Status          | Created By       | Created On | Date Submitted |
|-----------------|------------------|------------|----------------|
| Approved-Closed | Stephanie Fowler | 11/02/2012 | 11/02/2012     |

# **Objection Letters and Response Letters**

Objection Letters Response Letters

| Status   | Created By       | Created On | Date Submitted | Responded By  | Created On | Date Submitted |
|----------|------------------|------------|----------------|---------------|------------|----------------|
| Pending  | Stephanie Fowler | 11/01/2012 | 11/01/2012     | Stacey Nguyen | 11/01/2012 | 11/01/2012     |
| Industry |                  |            |                |               |            |                |
| Response |                  |            |                |               |            |                |
| Pending  | Stephanie Fowler | 09/20/2012 | 09/20/2012     | Stacey Nguyen | 09/27/2012 | 09/27/2012     |
| ndustry  |                  |            |                |               |            |                |
| Response |                  |            |                |               |            |                |

## **Amendments**

| Schedule | Schedule Item Name                  | Created By    | Created On | Date Submitted |
|----------|-------------------------------------|---------------|------------|----------------|
| Rate     | Standard Current and Proposed Rates | Stacey Nguyen | 09/28/2012 | 09/28/2012     |
| Rate     | Standard Current and Proposed Rates | Stacey Nguyen | 09/28/2012 | 09/28/2012     |
| Rate     | Select Current and Proposed Rates   | Stacey Nguyen | 09/28/2012 | 09/28/2012     |

# **Filing Notes**

| Subject                  | Note Type        | Created By    | Created On | Date Submitted |
|--------------------------|------------------|---------------|------------|----------------|
| Request to Reopen Filing | Note To Reviewer | Stacey Nguyen | 10/19/2012 | 10/19/2012     |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Disposition**

Disposition Date: 11/02/2012 Implementation Date: 01/01/2013

Status: Approved-Closed

Comment: The negotiated rate increase of 2% has been approved to be implemented on or after January 1, 2013. This approval is subject to the following:

- Increases will not be given more frequently than once in a twelve-month period;
- The insured shall be notified by the insurer of its intention to increase the rate for renewal not less than thirty (30) days prior to the effective date of the renewal.

|                         | Overall % | Overall % | Written Premium | # of Policy             | Written       | Maximum %      | Minimum %      |
|-------------------------|-----------|-----------|-----------------|-------------------------|---------------|----------------|----------------|
| Company                 | Indicated | Rate      | Change for      | <b>Holders Affected</b> | Premium for   | Change         | Change         |
| Name:                   | Change:   | Impact:   | this Program:   | for this Program:       | this Program: | (where req'd): | (where req'd): |
| Sterling Life Insurance | 8.790%    | 7.950%    | \$3,104         | 296                     | \$39,038      | 9.900%         | 6.000%         |
| Company                 |           |           |                 |                         |               |                |                |

| Schedule            | Schedule Item                                       | Schedule Item Status | Public Access |
|---------------------|---|----------------------|---------------|
| Supporting Document | Health - Actuarial Justification                    | Approved-Closed      | No            |
| Supporting Document | Revised Rate Exhibits for Standard and Select Plans | Approved-Closed      | No            |
| Rate (revised)      | Standard Current and Proposed Rates                 | Approved-Closed      | Yes           |
| Rate                | Standard Current and Proposed Rates                 | Disapproved          | No            |
| Rate                | Standard Actuarial Memorandum                       | Disapproved          | No            |
| Rate                | Standard Actuarial Memorandum and Filing Exhibits   | Disapproved          | No            |
| Rate (revised)      | Select Current and Proposed Rates                   | Approved-Closed      | Yes           |
| Rate                | Select Actuarial Memorandum                         | Disapproved          | No            |
| Rate                | Select Actuarial Memorandum and Filing Exhibits     | Disapproved          | No            |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Objection Letter**

Objection Letter Status Pending Industry Response

Objection Letter Date 11/01/2012
Submitted Date 11/01/2012
Respond By Date 11/30/2012

Dear Stacey Nguyen,

#### Introduction:

After further review of this request, we would be willing to approve a 2% rate increase on this block of business in lieu of disapproval.

#### Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Objection Letter**

Objection Letter Status Pending Industry Response

Objection Letter Date 09/20/2012
Submitted Date 09/20/2012
Respond By Date 10/22/2012

Dear Stacey Nguyen,

#### Introduction:

This will acknowledge receipt of the captioned filing.

The rates are considered to be public information and in order to keep the confidential information from public eye we ask that you please remove the actuarial information from the rate tab.

#### Conclusion:

A.C.A. 23-79-109(1)-(5) sets forth the procedure by which filings may be deemed approved upon the expiration of certain time periods with no affirmative action by the commissioner. If the commissioner determines that additional information is needed to make a decision regarding approval, such request for information will be made to the company. The filing will not be considered complete until said additional information is received. The time periods set forth in this statute will not begin to run until the filing is complete.

Please feel free to contact me if you have questions.

Sincerely,

Stephanie Fowler

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Response Letter**

Response Letter Status Submitted to State

Response Letter Date 11/01/2012 Submitted Date 11/01/2012

Dear Stephanie Fowler,

#### Introduction:

Thank you for reopening our filing and reconsideration of our rates. We accept the 2% increase offered.

#### Response 1

#### Comments:

Please find attached revised Rate Exhibits for Standard and Select Plans which now reflect a 2% increase.

#### Changed Items:

| Supporting Document Schedule Item Changes   |   |  |  |  |  |  |
|---|---|--|--|--|--|--|
| Satisfied - Item:                           | Revised Rate Exhibits for Standard and Select Plans |  |  |  |  |  |
| Comments:                                   |   |  |  |  |  |  |
| Attachment(s):                              |   |  |  |  |  |  |
| Standard Plans Rate Exhibits with 2% Increa | e.pdf   |  |  |  |  |  |
| Select Plans Rate Exhibits with 2% Increase | df  |  |  |  |  |  |

No Form Schedule items changed.

No Rate/Rule Schedule items changed.

#### Conclusion:

Sincerely,

Stacey Nguyen

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Response Letter**

Response Letter Status Submitted to State

Response Letter Date 09/27/2012 Submitted Date 09/27/2012

Dear Stephanie Fowler,

Introduction:

#### Response 1

#### Comments:

The Filing exhibits have been removed from the Rate/Rule Schedule Tab so as not to disclose the proposed rates.

#### Changed Items:

No Supporting Documents changed.

No Form Schedule items changed.

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

**Product Name:** AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| Rate/       | Rule Schedule Item Chan                           | ges  |                |   |  |                                    |
|-------------|---|--|----------------|---|--|------------------------------------|
| Item<br>No. | Document Name                                     | Affected Form<br>Numbers   | Rate<br>Action | Rate Action Information   | Attachments  | Date<br>Submitted                  |
| 1           | Standard Actuarial Memorandum                     | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum.pdf,                     | 09/27/2012<br>By: Stacey<br>Nguyen |
| Previo      | ous Version                                       |  |                |   |  |                                    |
| 1           | Standard Actuarial Memorandum and Filing Exhibits | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum and Filing Exhibits.pdf, | 09/14/2012<br>By: Stacey<br>Nguyen |
| 2           | Select Actuarial<br>Memorandum                    | AR SEL A (05/10),<br>AR SEL B (05/10),<br>AR SEL C (05/10),<br>AR SEL F (05/10),<br>AR SEL G (05/10),<br>AR SEL K (05/10),<br>AR SEL N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Select Actuarial Memorandum.pdf,                       | 09/27/2012<br>By: Stacey<br>Nguyen |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| Rate/       | Rate/Rule Schedule Item Changes                 |  |                |   |  |                                    |  |  |  |
|-------------|---|--|----------------|---|--|------------------------------------|--|--|--|
| Item<br>No. | Document Name                                   | Affected Form<br>Numbers   | Rate<br>Action | Rate Action Information   | Attachments  | Date<br>Submitted                  |  |  |  |
| 2           | Select Actuarial Memorandum and Filing Exhibits | AR SEL A (05/10),<br>AR SEL B (05/10),<br>AR SEL C (05/10),<br>AR SEL F (05/10),<br>AR SEL G (05/10),<br>AR SEL K (05/10), | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Select Actuarial Memorandum and Filing Exhibits.pdf, | 09/14/2012<br>By: Stacey<br>Nguyen |  |  |  |

## Conclusion:

Sincerely,

Stacey Nguyen

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Amendment Letter**

Submitted Date: 09/28/2012

Comments:

The Standard Plans didn't update, please check now.

Thanks.

Changed Items:

No Form Schedule Items Changed.

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

**Product Name:** AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| tem<br>No. | Document Name                          | Affected Form<br>Numbers   | Rate<br>Action | Rate Action Information   | Attachments                              | Date<br>Submitted                  |
|------------|--|--|----------------|---|--|------------------------------------|
| 1          | Standard Current and Proposed Rates    | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Current and Proposed Rates.pdf, | 09/28/2012<br>By:                  |
| Previo     | ous Version                            |  |                |   |  |                                    |
| 1          | Standard Current and<br>Proposed Rates | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial<br>Memorandum.pdf,    | 09/28/2012<br>By:                  |
| Previo     | ous Version                            |  |                |   |  |                                    |
| 1          | Standard Actuarial<br>Memorandum       | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial<br>Memorandum.pdf,    | 09/27/2012<br>By: Stacey<br>Nguyen |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

**Product Name:** AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| Rate/       | Rate/Rule Schedule Item Changes                   |  |                |   |  |                                    |  |  |  |
|-------------|---|--|----------------|---|--|------------------------------------|--|--|--|
| Item<br>No. | Document Name                                     | Affected Form Numbers  | Rate<br>Action | Rate Action Information   | Attachments  | Date<br>Submitted                  |  |  |  |
| 1           | Standard Actuarial Memorandum and Filing Exhibits | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum and Filing Exhibits.pdf, | 09/14/2012<br>By: Stacey<br>Nguyen |  |  |  |

No Supporting Documents Changed.

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# **Amendment Letter**

Submitted Date: 09/28/2012

Comments: Stephanie-

I have updated the Rate/Rule Tab to only show the Current and Proposed Rates.

Thank you,

Stacey

Changed Items:

No Form Schedule Items Changed.

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

**Product Name:** AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| Rate        | Rule Schedule Item Chan                                 | ges  |                |   |  |                                    |
|-------------|---|--|----------------|---|--|------------------------------------|
| Item<br>No. | Document Name   | Affected Form Numbers  | Rate<br>Action | Rate Action Information   | Attachments  | Date<br>Submitted                  |
| 1           | Standard Current and Proposed Rates                     | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum.pdf,                     | 09/28/2012<br>By:                  |
| Previo      | ous Version   |  |                |   |  |                                    |
| 1           | Standard Actuarial<br>Memorandum                        | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),<br>AR STD N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum.pdf,                     | 09/27/2012<br>By: Stacey<br>Nguyen |
| Previo      | ous Version   |  |                |   |  |                                    |
| 1           | Standard Actuarial<br>Memorandum and Filing<br>Exhibits | AR STD A (05/10),<br>AR STD B (05/10),<br>AR STD C (05/10),<br>AR STD F (05/10),<br>AR STD G (05/10),<br>AR STD K (05/10),             | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Standard Actuarial Memorandum and Filing Exhibits.pdf, | 09/14/2012<br>By: Stacey<br>Nguyen |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

| Rate/      | Rule Schedule Item Chang                        | es   |                |   |  |                                    |
|------------|---|--|----------------|---|--|------------------------------------|
| tem<br>No. | Document Name                                   | Affected Form<br>Numbers   | Rate<br>Action | Rate Action Information   | Attachments  | Date<br>Submitted                  |
| 2          | Select Current and Proposed<br>Rates            | AR SEL A (05/10),<br>AR SEL B (05/10),<br>AR SEL C (05/10),<br>AR SEL F (05/10),<br>AR SEL G (05/10),<br>AR SEL K (05/10),<br>AR SEL N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Select Current and Proposed Rates.pdf,               | 09/28/2012<br>By:                  |
| Previo     | ous Version                                     |  |                |   |  | T.                                 |
| 2          | Select Actuarial Memorandum                     | AR SEL A (05/10),<br>AR SEL B (05/10),<br>AR SEL C (05/10),<br>AR SEL F (05/10),<br>AR SEL G (05/10),<br>AR SEL K (05/10),<br>AR SEL N | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Select Actuarial Memorandum.pdf,                     | 09/27/2012<br>By: Stacey<br>Nguyen |
| Previo     | ous Version                                     |  |                |   |  |                                    |
| 2          | Select Actuarial Memorandum and Filing Exhibits | AR SEL A (05/10),<br>AR SEL B (05/10),<br>AR SEL C (05/10),<br>AR SEL F (05/10),<br>AR SEL K (05/10),<br>AR SEL N                      | Revised        | Previous State Filing Number:<br>49932<br>Percent Rate Change Request:<br>9.9 | Select Actuarial Memorandum and Filing Exhibits.pdf, | 09/14/2012<br>By: Stacey<br>Nguyen |

No Supporting Documents Changed.

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

### **Note To Reviewer**

Created By:

Stacey Nguyen on 10/19/2012 11:55 AM

Last Edited By:

Stephanie Fowler

**Submitted On:** 

11/02/2012 10:40 AM

Subject:

Request to Reopen Filing

Comments:

Dear Ms. Fowler

With regard to the disapproval of this filing, the Company requests a reconsideration of the proposed increases at this time. The Department has denied all rate increase requests on these plans since they were initially approved and released 2 and ½ years ago. The original pricing and approval of these products was based on the assumption that rate increases over time would be allowed to compensate for ongoing medical cost trend. Steady and consistent premium increases minimize the impact to the insureds while also maintaining the long-term financial viability of these products. The Company appreciates your continued consideration of this increase as a means of maintaining adequate premium levels with reasonable increases.

Kind Regards, Stacey Nguyen Rate Analyst II Business Analytics and Pricing Sterling Life Insurance Company (360) 647-9080 Ext. 20099

State: Arkansas Filing Company: Sterling Life Insurance Company

MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

**Product Name:** AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

## **Rate Information**

TOI/Sub-TOI:

Rate data applies to filing.

Filing Method: SERFF

Rate Change Type: Increase

Overall Percentage of Last Rate Revision: 0.000%

Effective Date of Last Rate Revision: 06/01/2010

Filing Method of Last Filing: SERFF

# **Company Rate Information**

| Company<br>Name:                | Overall %<br>Indicated<br>Change: | Overall %<br>Rate<br>Impact: | Written Premium<br>Change for<br>this Program: | # of Policy<br>Holders Affected<br>for this Program: | Written<br>Premium for<br>this Program: | Maximum %<br>Change<br>(where req'd): | Minimum %<br>Change<br>(where req'd): |
|---------------------------------|-----------------------------------|------------------------------|--|--|---|---------------------------------------|---------------------------------------|
| Sterling Life Insurance Company | 8.790%                            | 7.950%                       | \$3,104  | 296  | \$39,038                                | 9.900%                                | 6.000%                                |

State: Arkansas Filing Company: Sterling Life Insurance Company

TOI/Sub-TOI: MS08I Individual Medicare Supplement - Standard Plans 2010/MS08I.001 Plan A 2010

Product Name: AR - 2010 Plans Ind. STD/SEL (ABCFGKN) - 2013 Rate Filing

Project Name/Number: 2013 Rate Refiling/

# Rate/Rule Schedule

| Item<br>No. | Schedule<br>Item<br>Status        | Document Name                       | Affected Form Numbers (Separated with commas)  | Rate Action | Rate Action Inform   | ation | Attachments                             |
|-------------|-----------------------------------|-------------------------------------|--|-------------|--|-------|---|
| 1           | Approved-<br>Closed<br>11/02/2012 | Standard Current and Proposed Rates | AR STD A (05/10), AR STD B (05/10), AR STD C (05/10), AR STD F (05/10), AR STD G (05/10), AR STD K (05/10), AR STD N |             | Previous State Filing Number: Percent Rate Change Request: | 9.900 | Standard Current and Proposed Rates.pdf |
| 2           | Approved-<br>Closed<br>11/02/2012 | Select Current and Proposed Rates   | AR SEL A (05/10), AR SEL B (05/10), AR SEL C (05/10), AR SEL F (05/10), AR SEL G (05/10), AR SEL K (05/10), AR SEL N |             | Previous State Filing Number: Percent Rate Change Request: | 9.900 | Select Current and Proposed Rates.pdf   |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD A (05/10), AR STD B (05/10)

| Community <u>Current Annual Premiums</u> |                     |                     | Proposed           | Community    | Proposed Ann                    | ual Premiums |  |  |  |  |
|--|---------------------|---------------------|--------------------|--------------|---------------------------------|--------------|--|--|--|--|
| Rated                                    | Plan A              | Plan B              | Revision           | Rated        | Plan A                          | Plan B       |  |  |  |  |
| Under 65*                                | 5,516.85            | N/A                 | 9.9%               | Under 65*    | 6,063.02                        | N/A          |  |  |  |  |
| 65 and Above                             | 1,755.02            | 2,172.33            | 9.9%               | 65 and Above | 1,928.77                        | 2,387.39     |  |  |  |  |
| . <u>.</u>                               | NON-MSA RATING AREA |                     |                    |              |                                 |              |  |  |  |  |
|  |                     |                     |                    |              |                                 |              |  |  |  |  |
| Community                                | Current Annu        | <u>ıal Premiums</u> | Proposed Community |              | <b>Proposed Annual Premiums</b> |              |  |  |  |  |
| Rated                                    | Plan A              | Plan B              | Revision           | Rated        | Plan A                          | Plan B       |  |  |  |  |
| Under 65*                                | 5,439.60            | N/A                 | 9.9%               | Under 65*    | 5,978.12                        | N/A          |  |  |  |  |
| 65 and Above                             | 1,647.41            | 2,082.05            | 9.9%               | 65 and Above | 1,810.50                        | 2,288.17     |  |  |  |  |
| Premium modaliza                         | ation factors:      |                     |                    |              |                                 |              |  |  |  |  |
| Semi-Annual                              | Quarterly           | Monthly             | ACH                |              |                                 |              |  |  |  |  |
| 0.5203                                   | 0.2646              | 0.0900              | 0.0855             |              |                                 |              |  |  |  |  |
| All premiums are                         | rounded to the n    | earest penny.       |                    |              |                                 |              |  |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD C (05/10)

| Community        | Current Annua        | al Premiums   | Proposed | Community                        | Proposed Annu | ıal Premiums      |  |  |  |  |
|------------------|----------------------|---------------|----------|----------------------------------|---------------|-------------------|--|--|--|--|
| Rated            | Non-Tobacco          | Tobacco       | Revision | Rated                            | Non-Tobacco   | Tobacco           |  |  |  |  |
| 65 and Above     | 2,310.31             | 2,684.96      | 9.9%     | 65 and Above                     | 2,539.03      | 2,950.77          |  |  |  |  |
|                  | NON-MSA RATING AREA  |               |          |                                  |               |                   |  |  |  |  |
|                  |                      |               |          |                                  |               |                   |  |  |  |  |
| Community        | <b>Current Annua</b> | al Premiums   | Proposed | Proposed Community <b>Propos</b> |               | l Annual Premiums |  |  |  |  |
| Rated            | Non-Tobacco          | Tobacco       | Revision | Rated                            | Non-Tobacco   | Tobacco           |  |  |  |  |
| 65 and Above     | 2,232.97             | 2,595.07      | 9.9%     | 65 and Above                     | 2,454.03      | 2,851.98          |  |  |  |  |
| Premium modali   | zation factors:      |               |          |                                  |               |                   |  |  |  |  |
| Semi-Annual      | Quarterly            | Monthly       | ACH      |                                  |               |                   |  |  |  |  |
| 0.5203           | 0.2646               | 0.0900        | 0.0855   |                                  |               |                   |  |  |  |  |
| All premiums are | rounded to the n     | earest penny. |          |                                  |               |                   |  |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD F (05/10)

| Community <u>Current Annual Premiums</u> |                      | al Premiums   | Proposed | Community    | Proposed Annu                   | ual Premiums |  |  |  |
|--|----------------------|---------------|----------|--------------|---------------------------------|--------------|--|--|--|
| Rated                                    | Non-Tobacco          | Tobacco       | Revision | Rated        | Non-Tobacco                     | Tobacco      |  |  |  |
| 65 and Above                             | 2,201.44             | 2,558.43      | 9.9%     | 65 and Above | 2,419.38                        | 2,811.71     |  |  |  |
|  | NON-MSA RATING AREA  |               |          |              |                                 |              |  |  |  |
|  |                      |               |          |              |                                 |              |  |  |  |
| Community                                | <b>Current Annua</b> | al Premiums   | Proposed | Community    | <b>Proposed Annual Premiums</b> |              |  |  |  |
| Rated                                    | Non-Tobacco          | Tobacco       | Revision | Rated        | Non-Tobacco                     | Tobacco      |  |  |  |
| 65 and Above                             | 2,127.67             | 2,472.69      | 9.9%     | 65 and Above | 2,338.31                        | 2,717.49     |  |  |  |
| Premium modali                           | zation factors:      |               |          |              |                                 |              |  |  |  |
| Semi-Annual                              | Quarterly            | Monthly       | ACH      |              |                                 |              |  |  |  |
| 0.5203                                   | 0.2646               | 0.0900        | 0.0855   |              |                                 |              |  |  |  |
| All premiums are                         | e rounded to the n   | earest penny. |          |              |                                 |              |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD G (05/10)

| Community <u>Current Annual Premiums</u> |                      | al Premiums   | Proposed | Community          | Proposed Annu | ıal Premiums                    |  |  |  |
|--|----------------------|---------------|----------|--------------------|---------------|---------------------------------|--|--|--|
| Rated                                    | Non-Tobacco          | Tobacco       | Revision | Rated              | Non-Tobacco   | Tobacco                         |  |  |  |
| 65 and Above                             | 2,010.61             | 2,336.65      | 9.9%     | 65 and Above       | 2,209.66      | 2,567.98                        |  |  |  |
|  | NON-MSA RATING AREA  |               |          |                    |               |                                 |  |  |  |
|  |                      |               |          |                    |               |                                 |  |  |  |
| Community                                | <b>Current Annua</b> | al Premiums   | Proposed | Proposed Community |               | <b>Proposed Annual Premiums</b> |  |  |  |
| Rated                                    | Non-Tobacco          | Tobacco       | Revision | Rated              | Non-Tobacco   | Tobacco                         |  |  |  |
| 65 and Above                             | 1,936.83             | 2,250.91      | 9.9%     | 65 and Above       | 2,128.58      | 2,473.75                        |  |  |  |
| Premium modali                           | zation factors:      |               |          |                    |               |                                 |  |  |  |
| Semi-Annual                              | Quarterly            | Monthly       | ACH      |                    |               |                                 |  |  |  |
| 0.5203                                   | 0.2646               | 0.0900        | 0.0855   |                    |               |                                 |  |  |  |
| All premiums are                         | e rounded to the n   | earest penny. |          |                    |               |                                 |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD K (05/10)

| Community<br>Rated | Current Annua<br>Non-Tobacco | al Premiums<br>Tobacco | Proposed<br>Revision | Community<br>Rated | Proposed Annu<br>Non-Tobacco | Tobacco                         |  |  |  |
|--------------------|------------------------------|------------------------|----------------------|--------------------|------------------------------|---------------------------------|--|--|--|
| 65 and Above       | 995.61                       | 1,157.06               | 6.0%                 | 65 and Above       | 1,055.35                     | 1,226.48                        |  |  |  |
|                    | NON-MSA RATING AREA          |                        |                      |                    |                              |                                 |  |  |  |
|                    |                              |                        |                      |                    |                              |                                 |  |  |  |
| Community          | <b>Current Annua</b>         | al Premiums            | Proposed             | Proposed Community |                              | <b>Proposed Annual Premiums</b> |  |  |  |
| Rated              | Non-Tobacco                  | Tobacco                | Revision             | Rated              | Non-Tobacco                  | Tobacco                         |  |  |  |
| 65 and Above       | 956.04                       | 1,111.07               | 6.0%                 | 65 and Above       | 1,013.40                     | 1,177.73                        |  |  |  |
| Premium modali     | zation factors:              |                        |                      |                    |                              |                                 |  |  |  |
| Semi-Annual        | Quarterly                    | Monthly                | ACH                  |                    |                              |                                 |  |  |  |
| 0.5203             | 0.2646                       | 0.0900                 | 0.0855               |                    |                              |                                 |  |  |  |
| All premiums are   | e rounded to the n           | earest penny.          |                      |                    |                              |                                 |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR STD N

| Community<br>Rated | Current Annua<br>Non-Tobacco | al Premiums<br>Tobacco | Proposed<br>Revision | Community<br>Rated | Proposed Annu<br>Non-Tobacco | Tobacco                         |  |  |  |
|--------------------|------------------------------|------------------------|----------------------|--------------------|------------------------------|---------------------------------|--|--|--|
| 65 and Above       | 1,697.28                     | 1,972.52               | 6.0%                 | 65 and Above       | 1,799.12                     | 2,090.87                        |  |  |  |
|                    | NON-MSA RATING AREA          |                        |                      |                    |                              |                                 |  |  |  |
|                    |                              |                        |                      |                    |                              |                                 |  |  |  |
| Community          | <b>Current Annua</b>         | al Premiums            | Proposed             | Proposed Community |                              | <b>Proposed Annual Premiums</b> |  |  |  |
| Rated              | Non-Tobacco                  | Tobacco                | Revision             | Rated              | Non-Tobacco                  | Tobacco                         |  |  |  |
| 65 and Above       | 1,637.56                     | 1,903.11               | 6.0%                 | 65 and Above       | 1,735.81                     | 2,017.30                        |  |  |  |
| Premium modali     | zation factors:              |                        |                      |                    |                              |                                 |  |  |  |
| Semi-Annual        | Quarterly                    | Monthly                | ACH                  |                    |                              |                                 |  |  |  |
| 0.5203             | 0.2646                       | 0.0900                 | 0.0855               |                    |                              |                                 |  |  |  |
| All premiums are   | e rounded to the n           | earest penny.          |                      |                    |                              |                                 |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL A (05/10), AR SEL B (05/10)

| Community<br>Rated | Plan A                         | u <mark>al Premiums</mark><br>Plan B | Proposed<br>Revision | Community<br>Rated           | <u>Proposed Ann</u><br>Plan A | Plan B        |  |  |  |  |
|--------------------|--------------------------------|--------------------------------------|----------------------|------------------------------|-------------------------------|---------------|--|--|--|--|
| 65 and Above       | 1,567.14                       | 1,647.05                             | 9.9%                 | 65 and Above                 | 1,722.29                      | 1,810.11      |  |  |  |  |
|                    | NON-MSA RATING AREA            |                                      |                      |                              |                               |               |  |  |  |  |
|                    |                                |                                      |                      |                              |                               |               |  |  |  |  |
| Community          | <b>Current Annual Premiums</b> |                                      | Proposed             | Community <u>Proposed Ar</u> |                               | nual Premiums |  |  |  |  |
| Rated              | Plan A                         | Plan B                               | Revision             | Rated                        | Plan A                        | Plan B        |  |  |  |  |
| 65 and Above       | 1,502.11                       | 1,688.16                             | 9.9%                 | 65 and Above                 | 1,650.82                      | 1,855.29      |  |  |  |  |
| Premium modaliz    | ation factors:                 |                                      |                      |                              |                               |               |  |  |  |  |
| Semi-Annual        | Quarterly                      | Monthly                              | ACH                  |                              |                               |               |  |  |  |  |
| 0.5203             | 0.2646                         | 0.0900                               | 0.0855               |                              |                               |               |  |  |  |  |
| All premiums are   | rounded to the n               | earest penny.                        |                      |                              |                               |               |  |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL C (05/10)

| Community<br>Rated | Current Annua<br>Non-Tobacco | al Premiums<br>Tobacco | Proposed<br>Revision | Community<br>Rated | Proposed Annu<br>Non-Tobacco | Tobacco  |  |  |  |  |
|--------------------|------------------------------|------------------------|----------------------|--------------------|------------------------------|----------|--|--|--|--|
| 65 and Above       | 1,817.27                     | 2,111.96               | 9.9%                 | 65 and Above       | 1,997.18                     | 2,321.04 |  |  |  |  |
|                    | NON-MSA RATING AREA          |                        |                      |                    |                              |          |  |  |  |  |
|                    |                              |                        |                      |                    |                              |          |  |  |  |  |
| Community          | <b>Current Annua</b>         | al Premiums            | Proposed             | Community          | ty Proposed Annual Prem      |          |  |  |  |  |
| Rated              | Non-Tobacco                  | Tobacco                | Revision             | Rated              | Non-Tobacco                  | Tobacco  |  |  |  |  |
| 65 and Above       | 1,861.31                     | 2,163.14               | 9.9%                 | 65 and Above       | 2,045.58                     | 2,377.29 |  |  |  |  |
| Premium modali     | zation factors:              |                        |                      |                    |                              |          |  |  |  |  |
| Semi-Annual        | Quarterly                    | Monthly                | ACH                  |                    |                              |          |  |  |  |  |
| 0.5203             | 0.2646                       | 0.0900                 | 0.0855               |                    |                              |          |  |  |  |  |
| All premiums are   | rounded to the n             | earest penny.          |                      |                    |                              |          |  |  |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL F (05/10)

| Community <u>Current Annual Premiums</u>       |                                | al Premiums | Proposed | Community    | Proposed Annual Premiums        |          |  |
|--|--------------------------------|-------------|----------|--------------|---------------------------------|----------|--|
| Rated  | Non-Tobacco                    | Tobacco     | Revision | Rated        | Non-Tobacco                     | Tobacco  |  |
| 65 and Above                                   | 1,596.68                       | 1,855.60    | 9.9%     | 65 and Above | 1,754.75                        | 2,039.30 |  |
| NON-MSA RATING AREA                            |                                |             |          |              |                                 |          |  |
|  |                                |             |          |              |                                 |          |  |
| Community                                      | <b>Current Annual Premiums</b> |             | Proposed | Community    | <b>Proposed Annual Premiums</b> |          |  |
| Rated  | Non-Tobacco                    | Tobacco     | Revision | Rated        | Non-Tobacco                     | Tobacco  |  |
| 65 and Above                                   | 1,635.25                       | 1,900.43    | 9.9%     | 65 and Above | 1,797.14                        | 2,088.57 |  |
| Premium modalization factors:                  |                                |             |          |              |                                 |          |  |
| Semi-Annual                                    | Quarterly                      | Monthly     | ACH      |              |                                 |          |  |
| 0.5203   | 0.2646                         | 0.0900      | 0.0855   |              |                                 |          |  |
| All premiums are rounded to the nearest penny. |                                |             |          |              |                                 |          |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL G (05/10)

| Community<br>Rated                             | Current Annua<br>Non-Tobacco   | al Premiums<br>Tobacco | Proposed<br>Revision | Community<br>Rated | Proposed Annu<br>Non-Tobacco    | Tobacco  |  |
|--|--------------------------------|------------------------|----------------------|--------------------|---------------------------------|----------|--|
| 65 and Above                                   | 1,424.93                       | 1,656.00               | 9.9%                 | 65 and Above       | 1,566.00                        | 1,819.94 |  |
| NON-MSA RATING AREA                            |                                |                        |                      |                    |                                 |          |  |
|  |                                |                        |                      |                    |                                 |          |  |
| Community                                      | <b>Current Annual Premiums</b> |                        | Proposed             | Community          | <b>Proposed Annual Premiums</b> |          |  |
| Rated  | Non-Tobacco                    | Tobacco                | Revision             | Rated              | Non-Tobacco                     | Tobacco  |  |
| 65 and Above                                   | 1,463.50                       | 1,700.82               | 9.9%                 | 65 and Above       | 1,608.39                        | 1,869.20 |  |
| Premium modalization factors:                  |                                |                        |                      |                    |                                 |          |  |
| Semi-Annual                                    | Quarterly                      | Monthly                | ACH                  |                    |                                 |          |  |
| 0.5203   | 0.2646                         | 0.0900                 | 0.0855               |                    |                                 |          |  |
| All premiums are rounded to the nearest penny. |                                |                        |                      |                    |                                 |          |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL K (05/10)

| Community                                      | Current Annual Premiums        |         | Proposed | Community    | Proposed Annual Premiums        |         |  |  |
|--|--------------------------------|---------|----------|--------------|---------------------------------|---------|--|--|
| Rated  | Non-Tobacco                    | Tobacco | Revision | Rated        | Non-Tobacco                     | Tobacco |  |  |
| 65 and Above                                   | 667.15                         | 775.34  | 6.0%     | 65 and Above | 707.18                          | 821.86  |  |  |
| NON-MSA RATING AREA                            |                                |         |          |              |                                 |         |  |  |
|  |                                |         |          |              |                                 |         |  |  |
| Community                                      | <b>Current Annual Premiums</b> |         | Proposed | Community    | <b>Proposed Annual Premiums</b> |         |  |  |
| Rated  | Non-Tobacco                    | Tobacco | Revision | Rated        | Non-Tobacco                     | Tobacco |  |  |
| 65 and Above                                   | 692.65                         | 804.97  | 6.0%     | 65 and Above | 734.21                          | 853.27  |  |  |
| Premium modalization factors:                  |                                |         |          |              |                                 |         |  |  |
| Semi-Annual                                    | Quarterly                      | Monthly | ACH      |              |                                 |         |  |  |
| 0.5203   | 0.2646                         | 0.0900  | 0.0855   |              |                                 |         |  |  |
| All premiums are rounded to the nearest penny. |                                |         |          |              |                                 |         |  |  |

# STERLING LIFE INSURANCE COMPANY CHICAGO, ILLINOIS NAIC COMPANY CODE #77399 INDIVIDUAL STANDARDIZED SELECT MEDICARE SUPPLEMENT PLANS POLICY FORM(S) AR SEL N

| Community                                      | Current Annual Premiums        |          | Proposed | Community    | Proposed Annual Premiums        |          |  |  |
|--|--------------------------------|----------|----------|--------------|---------------------------------|----------|--|--|
| Rated  | Non-Tobacco                    | Tobacco  | Revision | Rated        | Non-Tobacco                     | Tobacco  |  |  |
| 65 and Above                                   | 1,166.81                       | 1,356.03 | 6.0%     | 65 and Above | 1,236.82                        | 1,437.39 |  |  |
| NON-MSA RATING AREA                            |                                |          |          |              |                                 |          |  |  |
|  |                                |          |          |              |                                 |          |  |  |
| Community                                      | <b>Current Annual Premiums</b> |          | Proposed | Community    | <b>Proposed Annual Premiums</b> |          |  |  |
| Rated  | Non-Tobacco                    | Tobacco  | Revision | Rated        | Non-Tobacco                     | Tobacco  |  |  |
| 65 and Above                                   | 1,207.03                       | 1,402.77 | 6.0%     | 65 and Above | 1,279.45                        | 1,486.94 |  |  |
| Premium modalization factors:                  |                                |          |          |              |                                 |          |  |  |
| Semi-Annual                                    | Quarterly                      | Monthly  | ACH      |              |                                 |          |  |  |
| 0.5203   | 0.2646                         | 0.0900   | 0.0855   |              |                                 |          |  |  |
| All premiums are rounded to the nearest penny. |                                |          |          |              |                                 |          |  |  |